

## ORDER



**Orders**  
**Order / Rev:** 68807  
**Alt Order #:** 9853121/Brad  
**Product Desc:** Kathleen Kane AG  
**Estimate:**  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/28/12 / 10/30/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Kane/D/Attorney General  
**Demographic:** HH  
**Product Codes:** State Attorney General  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	31	\$28,655.00	\$24,356.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$28,655.00	\$24,356.75	0.00
<b>Totals</b>	<b>31</b>	<b>\$28,655.00</b>	<b>\$24,356.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	25%	\$28,655.00
Market	100%	\$114,620.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	75%	\$85,965.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			2		\$150.00		0.00				
N 2	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			5		\$400.00		0.00				

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Product Desc: Kathleen Kane AG  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHP	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		5			\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	M-F 7p-730p			7p-730p	MTWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
2	WHP	10/30/12-11/05/12	M-F 7p-730p			7p-730p	MTWThF----	:30		<del>(\$400.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
N 3	WHP	10/30/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		5			\$450.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	M-F 730p-8p			730p-8p	MTWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
3	WHP	10/30/12-11/05/12	M-F 730p-8p			730p-8p	MTWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
4	WHP	10/30/12-11/05/12	M-F 730p-8p			730p-8p	MTWThF----	:30		<del>(\$450.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
N 4	WHP	10/30/12	11/05/12	Sa Prime Access Rotator Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-----S-		2			\$135.00	0.00					
N 5	WHP	10/30/12	11/05/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-T-----		1			\$1,800.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/30/12-11/05/12	Tue Reg 1			8p-9p	-T-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
N 6	WHP	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-T-----		1			\$1,600.00	0.00					
N 7	WHP	10/30/12	11/05/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	-T-----		1			\$1,300.00	0.00					
N 8	WHP	10/30/12	11/05/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	--W----		1			\$1,600.00	0.00					
N 9	WHP	10/30/12	11/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	--W----		1			\$1,600.00	0.00					
N 10	WHP	10/30/12	11/05/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/30/12	11/05/12	--W----		1			\$1,100.00	0.00					
N 11	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N11	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---		1				\$1,700.00		0.00			
N12	WHP	10/30/12	11/05/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---		1				\$1,400.00		0.00			
N13	WHP	10/30/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	----F--		1				\$900.00		0.00			
N14	WHP	10/30/12	11/05/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	----F--		1				\$1,000.00		0.00			
N15	WHP	10/30/12	11/05/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	:30	1	\$375.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-		1				\$375.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Sat Reg 3		10p-11p	-----Sa--	:30		<del>(\$375.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [Program Change]													
N16	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1				\$1,800.00		0.00			
N17	WHP	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1				\$1,200.00		0.00			
N18	WHP	10/30/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1				\$1,200.00		0.00			
N19	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----		1				\$1,500.00		0.00			
N20	WHP	10/30/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----		1				\$1,300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	10/30/12-11/05/12	Mon Reg 3		10p-11p	M-----	:30		<del>(\$1,300.00)</del>		0.00	NM		
		See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]													
N21	WHP	10/30/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	----F--		1				\$800.00		0.00			
N22	WHP	10/30/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$310.00	P-3	0.00	NM	8	\$7,285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-		1				\$310.00		0.00			

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WHP-TV CBS21

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N22	WHP	10/30/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$310.00	P-3	0.00	NM	8	\$7,285.00
Week: <u>Start Date</u> 10/30/12 <u>End Date</u> 11/05/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$310.00 <u>Rating</u> 0.00															
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	10/30/12-11/05/12	Sat Reg 1 See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [Program Change]	8p-9p	-----Sa--	:30	<del>(\$310.00)</del>	0.00	NM						
2	WHP	10/30/12-11/05/12	SEC Prime Game Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	Various	-----Sa--	:30	\$550.00	0.00	NM						
3	WHP	10/30/12-11/05/12	NFL RS Game Early Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	1p-4p	-----SaSu	:30	\$1,300.00	0.00	NM						
4	WHP	10/31/12-11/05/12	M-F 730p-8p Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	730p-8p	M-WThF----	:30	\$800.00	0.00	NM						
5	WHP	10/31/12-11/05/12	M-F 730p-8p Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	730p-8p	M-WThF----	:30	\$800.00	0.00	NM						
6	WHP	10/31/12-11/05/12	M-F 7p-730p Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	7p-730p	M-WThF----	:30	\$700.00	0.00	NM						
7	WHP	10/30/12-11/05/12	Mon Reg 1 Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	8p-9p	M-----	:30	\$1,300.00	0.00	NM						
8	WHP	10/30/12-11/05/12	Sa 1130p-1230a Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	1130p-1230a	-----Sa--	:30	\$35.00	0.00	NM						
9	WHP	10/30/12-11/05/12	NFL RS Game Steelers Ⓜ MG for 2.1,3.1,23.1,3.3,3.4,24.1,2.2,5.1,20.1,15.1,22.1 [MG within Flight]	4:00 PM-7:00 PM	4:00 PM-7:00 PM	-----Su	:30	\$1,800.00	0.00	NM					
N23	WHP	10/30/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$350.00	P-3	0.00	NM	0	\$0.00
Week: <u>Start Date</u> 10/30/12 <u>End Date</u> 11/05/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$350.00 <u>Rating</u> 0.00															
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	10/30/12-11/05/12	Sat Reg 2 See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [Program Change]	9p-10p	-----Sa--	:30	<del>(\$350.00)</del>	0.00	NM						
N24	WHP	10/30/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	10/30/12-11/05/12	Sun Reg 1 See MG 22.2,22.3,22.4,22.5,22.6,22.7,22.8,22.9 [No Avail]	7p-8p	-----Su	:30	<del>(\$1,000.00)</del>	0.00	NM						
													Totals	31	\$28,655.00